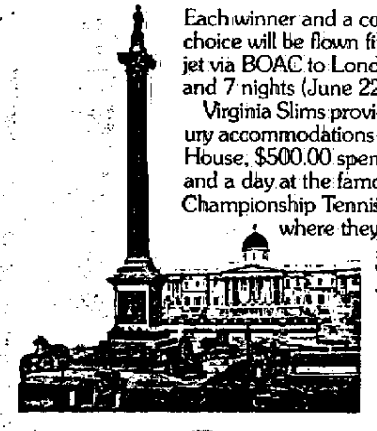
ANNOUNCING THE VIRGINIA SLIMS LONDON SWEEPSTAKES.

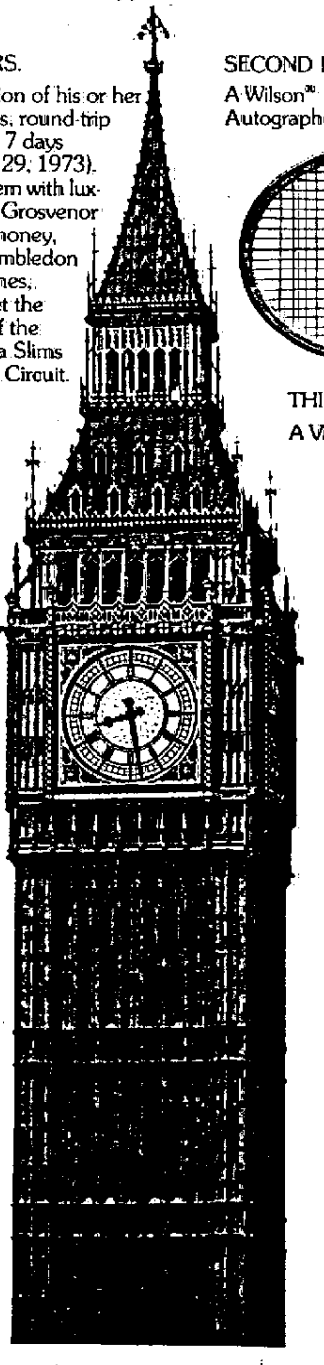
A luxurious trip to that Number One City from the Number One Cigarette for women.

FIRST PRIZE. 20 LUCKY WINNERS.

Each winner and a companion of his or her choice will be flown first class, round-trip jet via BOAC to London for 7 days and 7 nights (June 22-June 29, 1973).

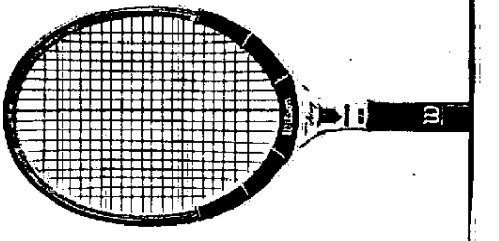
Virginia Slims provides them with luxury accommodations at the Grosvenor House, $500.00 spending money, and a day at the famous Wimbledon Championship Tennis Matches, where they'll meet the stars of the Virginia Slims Tennis Circuit.





SECOND PRIZE. 100 LUCKY WINNERS.

A Wilson® Billie Jean King Autographed tennis racket.



THIRD PRIZE. 1,000 LUCKY WINNERS.

A Virginia Slims lighter.

Random drawings will be held on or before May 1, 1973.

We're backing this exciting promotion with major media support. All geared to start on January 29 and end April 25, 1973. Full-page ads in such major magazines as Life, Ladies' Home Journal, TV Guide, Family Circle, Woman's Day, Redbook, Cosmopolitan, Glamour and Mademoiselle.

STOCK UP NOW. Regular and Menthol. We'll reach over 35 million women with the Virginia Slims London Sweekstakes. Don't be caught short when this promotion is announced.

Our sales are up 12% over last year, so get ready. Check your order today.

You've come a long way, baby.

VS 3-73

1005201050

Source: https://www.industrydocuments.ucsf.edu/docs/qmgk0000